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**Report Highlights:**

Lithuania is the largest market for food and beverage products within the three Baltic States (Lithuania, Latvia, and Estonia). With a population of 2.9 million people and a high GDP per capita, Lithuania is a growing market for U.S. food and agricultural products. Lithuania offers an ideal location for imports destined to all three Baltic States, serving a joint population of 6 million customers. The Russia-Ukraine war, which started in February 2022, sent shock waves through the Lithuanian economy, disrupting trade and contributing to sharp increases in energy, fuel, and food prices. These factors continued to affect Lithuania's economy throughout 2024. Lithuania's total 2024 imports of food, agricultural, and related products were valued at over \$6 billion, with U.S. imports accounting for a record \$111 million. U.S. products with strong sales potential include fish and seafood, tree nuts, distilled spirits, dried fruit, and innovative food ingredients.

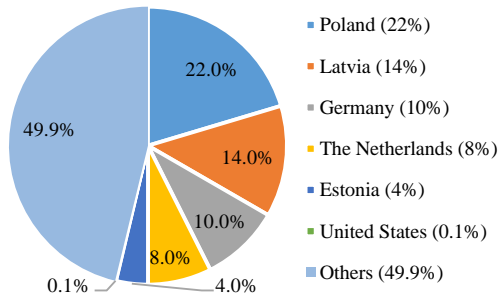
## Market Fact Sheet: Lithuania

### Executive Summary

Lithuania is the largest market for food and beverages in the Baltic States (Lithuania, Latvia, Estonia). With a population of 2.9 million people and a relatively high GDP per capita, it is a growing market for U.S. food and agricultural products. Lithuania's 2024 Gross Domestic Product (GDP) increased by 2.7 percent; in 2026 GDP growth is expected to reach 2.5 percent. In 2022, Lithuania's economy was returning to pre-pandemic levels when Russia invaded Ukraine, sending shock waves throughout the Lithuanian economy. The disruption in trade, which followed the invasion, contributed to sharp increases in energy, fuel, and food prices. These factors also affected Lithuania's economy in 2024. In 2024, Lithuania imported over \$6 billion in food, agricultural, and related products. U.S. imports were valued at a record \$111 million. U.S. products with strong sales potential in Lithuania include fish and seafood, tree nuts, distilled spirits, dried fruit, and innovative food ingredients.

### Imports of Consumer-Oriented Products

Total 2024 Lithuanian imports of consumer-oriented food products were \$4 billion, with U.S. imports accounting for a record \$37 million.



### Food Processing Industry

Lithuania's food processing industry is the largest among the Baltic States. In 2024, the food processing industry accounted for over four percent of Lithuania's \$84.8 billion GDP. The most important sectors are fish, meat, dairy, beverages, confectionery, baking, and processed fruit and vegetables.

### Food Retail Industry

Lithuania's food retail sector ranges from small family-operated stores to medium-sized stores and large distribution centers, comparable with those in the United States.

#### Quick Facts CY 2024

Imports of Consumer-Oriented Products  
\$4 billion (U.S. imports \$37 million)

#### List of Top 10 Growth Products in Lithuania

- |                           |                |
|---------------------------|----------------|
| 1) Fish and Seafood       | 6) Cranberries |
| 2) Distilled Spirits      | 7) Sauces      |
| 3) Tree nuts              | 8) Beer        |
| 4) Wine                   | 9) Snacks      |
| 5) Beverages non-alcohol. | 10) Spices     |

#### Top 10 Retailers and Wholesalers Operating in Lithuania

- |           |                   |
|-----------|-------------------|
| 1) Maxima | 6) Silas          |
| 2) IKI    | 7) Cia Market     |
| 3) Norfa  | 8) Kubas          |
| 4) Lidl   | 9) Express Market |
| 5) Rimi   | 10) Gruste        |

#### GDP/Population

Population (millions): 2.9  
GDP (billions USD): \$84.8  
GDP per capita: \$27,786 (2023 data)

### SWOT Analysis

Strengths	Weaknesses
The Baltic State's most populous country with a domestic consumer market of nearly 2.9 million people.	U.S. products face high transportation costs compared to many European competitors.
Opportunities	Threats
Market niches exist for food ingredients, notably tree nuts, dried fruit, and functional ingredient products.	Foreign investments in food processing result in diverse and high-quality local products.

**Data and Information Sources:** Lithuania's Official Statistics Portal, Trade Data Monitor, World Bank

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I. MARKET SUMMARY

Lithuania is a modern European country with a population of 2.9 million people. Lithuania’s 2024 Gross Domestic Product (GDP) growth of 2.7 percent is likely to continue in 2025, supported by a rebound in consumption and expansion of investment.

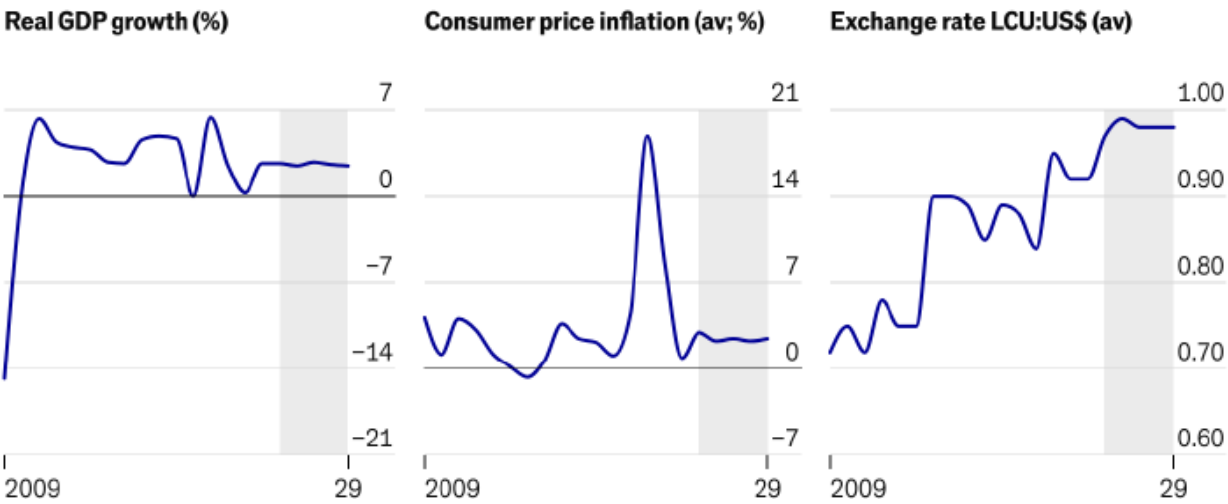
Table 1. Basic Economic Indicators

Lithuania	2023(a)	2024(a)	2025 (f)	2026 (f)
Real GDP Growth	0.3	2.7	2.7	2.5
Consumer Price Inflation	8.7	0.9	3.0	2.3
Unemployment Rate	6.8	7.1	6.9	6.7

Source: The Economist Intelligence Unit (actual), (forecast)

The minimum wage as of January 2025 is Euro 1,038.00 (\$1,070.93) per month. According to Lithuania’s Official Statistics Portal the average monthly earnings are at Euro 2,337.70 (\$2,713.21). Lithuanian households spend over 30 percent of disposable household income on food and beverage purchases.

Chart 1. Lithuania CY2009-2029: Real GDP Growth, Consumer Price Inflation, Exch. Rate



Source: The Economist Intelligence Unit 2025 Note: Gray shaded area indicates forecast period.

Over 68 percent of Lithuania’s population lives in urban areas and its median age is 45 years. Family sizes have become smaller, with a current three-person average among Lithuania’s 1.3 million households. The typical Lithuanian family eats meals together and generally buys groceries several times a week.

Lithuanian consumers generally view the United States positively and consider U.S.-origin products to be of high quality. However, many Lithuanian consumers prefer locally produced products over imports, and retail chains commonly advertise that they offer Lithuanian products. U.S. products are mostly shipped initially to third-country European Union (EU) ports of entry, customs-cleared, and then transported to Lithuania. Except for language labeling, these products are not subject to additional tariffs or regulatory requirements (with an exception of some of the alcoholic beverages not customs cleared at the EU point of entry – which are assessed individual [excise tax](#) rates in each EU country).

***Table 2: Lithuanian Market Advantages and Challenges***

Advantages	Challenges
The Baltic States’ most populous country with a domestic consumer market of over 2.9 million people.	U.S. products face higher transportation costs than many European competitors.
A strategic location offering re-export potential.	The EU’s complicated system of product registration can delay new-to-market products from entering the Lithuanian market.
Transshipment from other EU countries of import is possible because of Lithuania’s EU membership.	Lithuania’s EU membership puts U.S. products at a competitive disadvantage compared to duty-free access for the other 27 EU Member States.
Market niches exist in food-ingredient categories, particularly dried fruit, nuts, baking mixes, functional foods, and organic components.	Despite rising incomes, Lithuanian consumers are still price-sensitive when purchasing food and beverage products.
Lithuanian consumers associate U.S. products with good quality.	Foreign investment in the Lithuanian food processing industry results in a local production of many high-quality products that were previously imported.
Economic growth is rising and the growing Lithuanian middle class is eager to try new products.	While market access for some U.S. products is not affected by EU trade barriers, some goods (e.g., poultry, beef, etc.) are limited due to EU sanitary and phytosanitary standard barriers.

## **SECTION II – EXPORTER BUSINESS TIPS**

The Lithuanian market offers opportunities for U.S. exporters of consumer-oriented products. U.S. suppliers of consumer-ready foods and beverages interested in accessing the Lithuanian market should ensure that their products meet all Lithuanian/EU food laws, including packaging and labeling requirements.

The best way to understand the Lithuanian market is to visit and speak to importers and distributors to determine a good entry strategy. Trade shows organized in the EU offer many unique networking opportunities and attract Lithuanian importers. See the link for a list of U.S. Department of Agriculture [trade shows](#).

Personal contact is important when conducting business in Lithuania, as most purchases are made after in-person meetings with an exporter and/or their representative. English is increasingly common as the language of commerce, but translation services may also be necessary.

Lithuanian business culture can be somewhat conservative, and first names are best avoided, at least initially, in a professional context. Business card exchanges are routine and are generally given to each person present at a meeting. Cards printed in Lithuanian language are not necessary. Standard business attire is recommended, including jackets and ties for men and suits or dresses for women.

## **SECTION III - IMPORT FOOD STANDARDS AND REGULATIONS, IMPORT PROCEDURES**

Lithuania follows EU regulations governing food and agricultural imports specified within General Food Law EC/178/2002. For details on EU regulations, please see the U.S. Mission to the EU's Office of Agricultural Affairs' most recent EU Food and Agricultural Import Regulations and Standards (FAIRS) report. For additional information regarding import food standards and import procedures which are not yet harmonized with the EU legislation, please refer to Lithuania's FAIRS report. The EU is a customs union, and all Member States apply the same import duties on goods imported from outside the EU based on tariff classification of goods and the customs value. Inbound products at ports of entry are generally stored in bonded warehouses or at a freight forwarder's facility. Product storage and removal from storage are conducted under the supervision of a customs officer, who also ensures that all documents accompanying the products comply with EU and Lithuanian requirements. Customs officers will also inspect products. They may take samples to check product ingredients (e.g. sugar, alcohol) to assess correct customs duty, and then issue the import duty invoice. Food safety inspectors at the port of entry storage do not routinely inspect packaged foods, but select products are checked. Once imported goods are cleared in one Member State, they are free to move throughout the EU. That means that U.S. products imported into Lithuania via another EU member state are not subjected to additional import procedures or customs tariffs at the Lithuanian border.

## SECTION IV – MARKET SECTOR STRUCTURE AND TRENDS

### **Wholesale Sector**

Lithuania's wholesale market structure has two categories: (1) national chains, and (2) regional wholesalers. National chains are smallest in number and operate branches throughout Lithuania with central management. Regional wholesalers have grown, and cover specific areas, usually several provinces. Regional wholesalers have a strong presence in local markets and offer a wide range of products.

In Lithuania, the cash-and-carry format has gained popularity quickly, as small, traditional retailers – of which there are many – rely on them as distributors. Most leading cash-and-carry chains target small, traditional retailers and hotel, restaurant, and institution (HRI) outlets. One of the main stakeholders in the cash-and-carry segment is [Sanitex's Promo Cash and Carry](#).

### **Retail Sector**

Large retail chains control as much as 60 percent of the Lithuanian market. The largest retail chains in Lithuania include [Maxima](#), [IKI](#), [Norfa](#), [Lidl](#), and [Rimi](#). [Vynoteka](#) is a leading chain of alcoholic beverage stores located throughout Lithuania. [Narvesen](#) is a leader within the kiosks/convenience stores category in Lithuania.

### **Food Processing Sector**

The Lithuanian processing sector includes both domestic and international companies. Many small companies also operate meat and bakery processing plants throughout Lithuania. The largest food processing sectors are fish, meat, dairy, and alcoholic beverages, followed by confectionery, food concentrates, sugar, fruits and vegetables, juices, and non-alcoholic beverages.

### **HRI Sector**

Despite Lithuanian's preference for homemade meals, they are gradually moving towards ready-made meals, particularly among young urban professionals. Busy personal lives coupled with professional lives provide less free time. International cuisines are also gaining in popularity due to increased demand by well-traveled Lithuanians. Italian, Chinese, Mexican, and Indian restaurants can be found in almost every city. American casual dining and quick-service chains are common in larger cities. International hotel chains such as Hilton, Marriott, and Radisson are also present in Lithuanian cities. International chains are planning to move beyond key cities and open hotels in attractive tourist locations throughout Lithuania, including seaside locations. For further information please contact: [The Lithuanian Hotel and Restaurant Association](#)

SECTION V. AGRICULTURAL AND FOOD IMPORTS

Lithuania’s total 2024 imports of food and agricultural-related products were valued at over \$6 billion, with U.S. trade accounting for new record high \$111 million.

Table 3: Lithuanian 2022-2024 Agriculture, Consumer-Oriented (\$ million)

Lithuania	2022	2023	2024
Total imports	\$7,734	\$7,500	\$6,891
Imports from the United States	\$89*	\$87*	\$111*
Consumer-oriented Agricultural Products, total imports	\$3,069	\$3,274	\$4,025
Consumer-Oriented Agricultural Products, imports from the United States	\$8*	\$12*	\$37*

Source: Trade Data Monitor based on Lithuania’s Official Statistics Portal (\*Please note that many of imports of U.S. origin are transshipped through EU ports, and custom cleared there, therefore they are not recorded as products with end destination in Lithuania).

EU origin products, which account for over 60 percent of total food imports, are the main competitors for U.S. exports. The growth of Lithuania’s food processing industry has led to a wider variety of locally made products. Lithuania’s fish and seafood imports continued to grow in 2024 and reached over \$602 million, with a \$59 million originating from the United States. Lithuania is now one of the EU’s largest fish and seafood processors.

Table 4. Examples of Imports of Consumer Food Products to Lithuania in 2024

Product Category Total Lithuania’s Imports	Main Suppliers in Percentage	Strengths of Key Supply Countries	Advantages and Disadvantages of Local Suppliers/Market Situation
Fish & Seafood (HS 03)	1. Sweden – 41%  2. United States – 1%  2. Norway 1%  3. The Netherland – 0.5%	Sweden’s proximity as well as intensive promotional efforts, create competition for other suppliers. The United States holds a strong position as suppliers and continue to deliver significant volumes.	Lithuania is a leading EU fish and seafood processor, specializing in salmon processing and surimi production.

<b>\$602 million</b>		Significant supplies are transshipped through EU ports, therefore, they are not reflected in direct export statistics.	
<b>Distilled spirits (HS 2208)</b>  <b>\$130 million</b>	1. Latvia – 24% 2. France – 12% 3. Estonia – % 4. Italy – 7% 5. United Kingdom – 5.5% <b>6. United States – 3.5%</b>	The United Kingdom remains the largest whisky supplier to Lithuania. U.S. exporters remain active on the market continuously increasing product offer.	Lithuania's restaurants and bars are increasingly interested in distilled spirits originating from the United States.
<b>Nuts (HS 0802)</b>  <b>\$56 million</b>	<b>1. United States –46%</b> 2. Belgium – 5% 3. Spain – 2%	U.S. exporters remain active on the market continuously increasing product offer.	Lithuania produces limited quantities of hazelnuts and walnuts.
<b>Cranberries (HS 200893)</b>  <b>\$1 million</b>	<b>1. United States – 36%</b> 3. Germany – 29% 4. The Netherlands – 14%	U.S. exporters remain active on the market continuously increasing product offer. Germany and the Netherlands remain the main transshipping points for U.S. products entering the EU.	Lithuania's food processing industry is increasingly interested in including cranberries in locally produced products.

*Source: Trade Data Monitor based on Lithuania Customs Data*



## **BEST HIGH-VALUE PRODUCT PROSPECTS**

### **Products present in the market which have good sale potential:**

- Distilled spirits and wine
- Fish and seafood: salmon, pollock, cod, lobster, and other miscellaneous fish products
- Nuts: almonds, pistachios, peanuts, pecans, walnuts
- Dried and processed fruit: prunes and cranberries
- Organic products
- Highly processed ingredients: protein concentrates, dextrin, peptones, enzymes, lecithin.

### **Products not present in significant quantities but which have good sales potential:**

- Vegetable fats
- High quality, hormone-free beef
- Ingredients for the natural and healthy foods industry
- Innovative high-quality sauces, spices, condiments, and confectionary product

### **Products not present because they face significant barriers:**

- Poultry (non-tariff barrier)
- Processed food with GE ingredients (non-tariff barrier)
- Food additives not approved by the European Commission

## **SECTION VI. KEY CONTACTS AND FURTHER INFORMATION**

For additional information regarding the Lithuanian market please contact USDA FAS Warsaw Office with a regional coverage of Lithuania:

The Office of Agricultural Affairs  
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Website: [Office of Agricultural Affairs Warsaw, Poland](#)

### **Attachments:**

No Attachments